



Rancho Reporter

Vol. 1, No. 43

"To inform and serve..."

Wednesday, September 13, 1967

MV Homeowners To Incorporate

Jeff Lodder, president of the Mission Viejo Homeowners Association, called THE RANCHO REPORTER the other evening and mentioned that Mission Viejo residents had called him regarding an "Incorporation" story run in last week's paper.

To set the record straight, the Mission Viejo HOMEOWNERS ASSOCIATION is presently preparing papers of incorporation, not the community of Mission Viejo itself.

Mission Viejo Plans Census

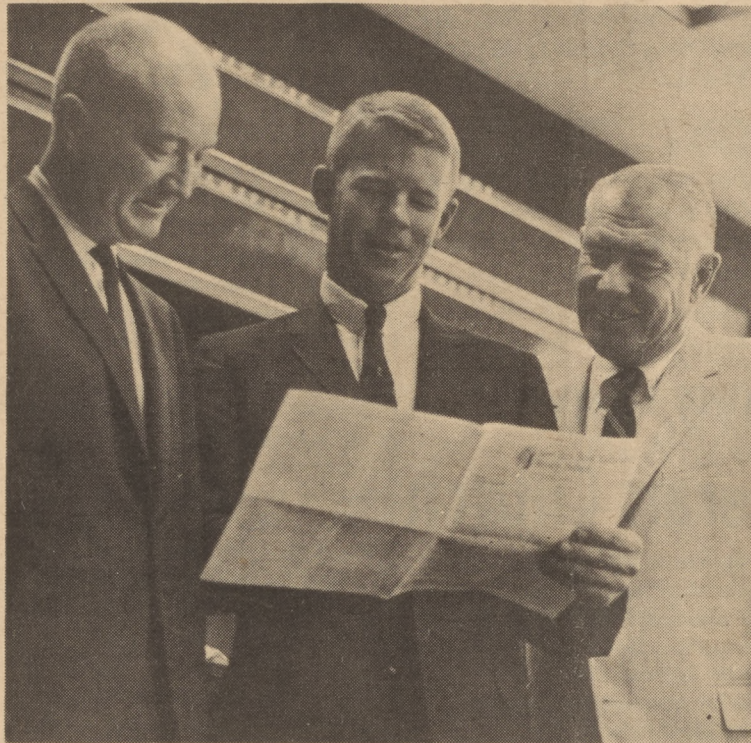
Mission Viejo will conduct its first official census in early fall, it has been announced by Mission Viejo Co., developer of the 11,000-acre project.

"Our community has grown from nothing to perhaps 3,000 people in less than 18 months," explained Philip J. Reilly, company president.

After the census, a careful count will be kept of the number of people in each new arriving family to keep the total accurate, Reilly said. He added that at the rate the community is growing, changing the population figure on the entry sign could become a monthly ritual.

Golf Course Sets September Tourney

Head Pro Ed Wampler reports that September tournaments at Mission Viejo Golf Course include Farmers Insurance Group, Santa Ana, 14-17; Douglas Aircraft Traveling Golf League, Long Beach, 16-17; Mitsui Co., Los Angeles, the 23rd; and Santa Ana Elks, Anaheim, the 24th.



CHECKING out final specifications for their new stock exchange offices in the Rossmoor Building in Laguna Hills are, left to right, Chet Briner, Manager Ted Paulson, and Dick Billings. The trio opened up the new branch office of Crowell, Weedon & Co. last week on the ground floor of the Rossmoor Building. "Open House" for Crowell, Weedon & Co. is September 27 from 1 to 7 p.m.

Photo by Mike Wilde.

'Protest Art' Exhibit Opens Chapman Gallery

"New Image Protest Art" will open the 1967-68 exhibition schedule of the Purcell Gallery at Chapman College.

Featuring paintings, drawings, and sculpture by Richard Allen and Jack Solomon, the exhibition will be on view from September 8 through 29. Gallery hours are 9 a.m. to 5 p.m. weekdays.

The exhibition is being presented by the Chapman College Art Department and Purcell Art Association.

This show should be an exciting one, exploring many dimensions and exhibiting some strange imageries," states Dr. Harold Gregor, head of the Chapman

College Art Department.

Both two and three dimensional styles of painting, as well as "hard-edge" and "soft-edge" paintings will be included, according to Dr. Gregor.

Organized in 1960, the Purcell Art Association is a community art-interest group which sponsors exhibitions in the Chapman College gallery, hosts receptions in connection with some of the exhibitions, and presents lectures and film programs.

The gallery and association are named in honor of the late Dr. Virginia Purcell, a professor of art at Chapman College from 1945 until her death in 1958.

UCI Extension Announces Courses, Lecture Series

More than 150 evening courses, lecture series and conferences open to the public are being planned by University of California Extension, Irvine, for the Fall Quarter opening Sept. 18, according to Dr. Richard Baisden, director.

Fall programs will be held on the Irvine Campus, at the Buena Park High School Extension Center, at Corona del Mar High School and at other locations.

The list of public lecture series

LW Residents To Exhibit Arts, Crafts

More than 40 Leisure World residents are expected to exhibit for sale hundreds of handcrafted items and original art pieces at the first Art and Craft Fair from 9 a.m. to 5 p.m., Saturday, September 16 at the Laguna Hills shopping center.

A variety of items revealing the scope of local talent is anticipated, according to officials of the Education and Recreation Department, who are handling registrations for the show.

Original articles ready to go on sale include hand-hooked rugs, lucite plastics, ceramic novelties, lapidary jewelry, sculpture, wood and metal craft, stitchery, collage, oil paintings, mosaic cocktail tables, aprons, special gift wrapping, metal art, fishing tackle lures and bolo ties.

Committee members working in cooperation with the Education and Recreation Department in fair preparations include George Cornelius, 51-B Calle Aragon; Mrs. Rose Kunka, 70-A Calle Aragon; Owen Gragg, 216-C Avenida Majorca, and Mrs. Ethel Mabie, 92-A Calle Aragon.

to be given includes: Problems of Divorce; Desert Ecology in the Southwest, Military and Arms Control Strategy in a Nuclear Age; The Dwelling: An Architectural Perspective; Boating - As Recreation and as an Investment; The Winds of Revolution; Childrens Books - for Discovery and Delight; Ichthyology, and a series on the whys and wherefores of physical fitness and health for professional and business people.

In addition, courses will be offered in art, biology, business administration, engineering, english, foreign languages (conversation), geography, geology, history, mathematics, psychology, political science, real estate, and other subjects.

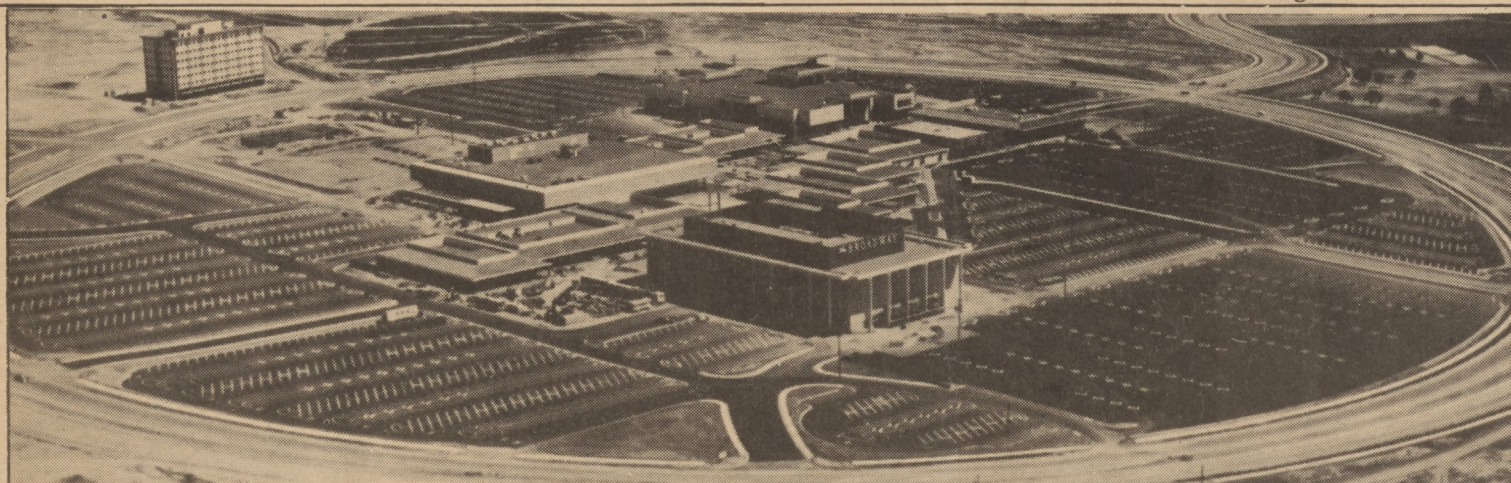
For further details and free Fall catalog, contact Extension at UCI's Campus Hall or call 833-5414.

Jazz Festival Coming Oct. 6

Duke Ellington and his Orchestra and the Miles Davis Quintet are the first artists announced for the Second Annual Pacific Jazz Festival, set for October 6, 7, 8, in the Orange County Fairgrounds, Costa Mesa.

Jimmy Lyons, production advisor for the Festival, said the Ellington Orchestra and the Davis Quintet will appear on the Saturday evening program, October 7.

Tickets are priced at \$6.50, \$5, \$4 and \$3 for the three evening concerts (Fri., Sat., Sun.) and \$4 and \$3 for the two afternoon concerts (Sat. and Sun.) They are available at all Mutual Ticket Agencies, Southern California Music Companies, Wallich's Music City and the Coast Music Store, 1839 Newport Boulevard, Costa Mesa, which is headquarters for the Festival. For further information, write Pacific Jazz Festival, P.O. Box "Jazz", Costa Mesa, California or telephone (714) 540-7656.



'Fashion Island Flight' Makes Happy Landing!

Flight One, to Fashion Island, now making a happy landing to celebrate one of the largest parties ever held.

As party goers descended on the Newport Center, Newport Beach last Saturday evening.

This party was given to celebrate the opening of the 75-acre \$20 million shopping complex at Newport Center,

Newport Beach.

More than 15,000 party-goers descended on the shopping complex to bask in the gala event sponsored by the Orange County and Long Beach chapters of Assistance Leagues and Junior Auxiliaries. Net proceeds from ticket sales went to these organization to further their philanthropic work.

Guests browsed through the 52 mall shops and four major department stores while being entertained by the big-band sound of Stan Kenton, Les Brown, Jerry, Gray, and the Mariachi Brass. Julie London was honorary hostess.

All shops opened for business Monday, September 11.

Fashion Island is the hub of

Newport Center, a master-planned, 622-acre commercial, financial and professional area being developed by the Irvine Company on the hills near the intersection of MacArthur Blvd. and the Pacific Coast Highway. The 300 acres now under development represent an investment of over \$50 million.

Post Office
Box 237
El Toro,
California
92630

Bulk Rate
U.S. POSTAGE
PAID
Santa Ana, Calif.
Permit No. 350

OCCUPANT
26561 CARRETAS
MISSION VIEJO, CALIF

is
iday
Irvine,
Hills,
reas.



Editorial:

Watch Out For School Traffic

Labor Day is over, there are less tourists in the area and the nights are cooling off with a feel of fall in the air. And this Monday the youngsters returned to school and autumn appears a reality.

And let's give the young men and women of our community "a break" as they return en masse to school. Let's watch the signs on driving speed in the school zones and let's watch out for the youngsters on their way to and from school.

It's not always a matter of who is right or wrong but how a tragical accident might be prevented. Youngsters, during the opening days of the term, are high spirited and anxious to resume old friendships and acquaintances. With this enthusiasm they sometimes are quick to dart out in traffic without looking. And this split instant decision—if a wrong one—

can mean their life or permanent damage to limb.

We can help, as drivers, by being alert to some of these unpredicated moves by our children. They need a little time to learn and grow—as we did—before they are put off completely on their own in our congested traffic. And we must remember that the traffic is much worse today than 20 or 30 years ago when we were young.

We, as adult drivers, must also be aware of the fact that foot traffic in much of our area is not as well planned as it was in large cities of 20 or 30 years ago. Our area is a mixture of the rural and the city and the planning for walkers is a little short of desirable.

Watch that youngster! He could be your neighbors or your own.

Educational Program on "Love, Sex and Life" Presented by Lutheran Church

A new course for high school students, "Love, Sex, and Life," has been announced by the Rev. Robert H. Lange, pastor of Mount

of Olives Lutheran Church in Mission Viejo.

The 12-week course will be held in the church, beginning Sept. 13th at 3:00 p.m.

Rev. Lange outlined the course objectives as being: "to understand the Christian view of love and sex in friendship and marriage, to form attitudes of respect for sex in all persons, to govern the individual's conduct in dating by Christian ethics and a Christian view of life, to gain insights into his own impulses and motives, to form a realistic picture of Christian marriage and of a mate, and to know oneself as responsible and accountable to God."

"We believe the church can play a definite role in the sex education of our children," said Rev. Lange. "The job would be best done in the home, but it usually isn't. Schools sometimes do attempt to do, but they often fall short. So, we feel it is the church's responsibility to fill the gap."

The course will employ material prepared by the Board of Christian Education of the Lutheran Church in America. However, the format will be flexible, allowing as much time for questions and answers as the children desire.

Rev. Lange indicated that he believes this is the first time this material will be offered to the youth of a community, rather than just the members of a particular church.

'Flight Jacket' Wins Honors

El Toro's Joint Informational Services Office received notification last week that the FLIGHT JACKET has received the Chief of Information Merit Award for the first quarter of 1967.

The award is given four times annually by CHINFO in recognition of exemplary efforts by Naval Services' newspaper staffs.

Dear Editor...

Dear Carl:

I have just returned from vacation and was enchanted with your editorial of August 8th pertaining to the Gates Summer School Program.

It really gives the teachers and (the Principal) a lift to see a complimentary note on the job they are doing. I am glad to see that you recognize the best way to evaluate a program is to observe it.

Thanks again Carl. I am looking forward to working with you and the Mission Viejo parents this coming year.

Respectfully yours,
Jim Mitchell
Principal

Marguerite O'Neill School



Post Office Box 237
El Toro, California 92630
24975 Whistler
El Toro, California
Telephone: Area Code 714
News: 837-6500

Advertising: 837-6501 or 544-1532
The official newspaper serving the El Toro, Irvine, East Irvine, Laguna Hills, Mission Viejo, and University Park area. Published every Wednesday.

CARL E. VENSTROM
Editor and Publisher
MIKE WILDE
Editorial Assistant
JANIS L. VENSTROM
Advertising Manager
JEANNE JONES
Asst. Advertising Manager
JOHN F. HOULIHAN
NORMAN L. PEARCE
Advertising Salesman

Subscription rate: \$4.00 per year
Ad rate card on request.

BLUE CHIPS

By Chester Briner

To The Ladies

How many of you ladies leave the financial planning up to your husbands? We often hear, when talking to the distaff members, "Oh, I leave all the financial matters up to my husband."

There are several reasons why women are, and should be, taking more interest in the family financial planning. Let's consider only three, the ones that are probably most important.

First, more and more women are contributing to the family income by either full or part-time jobs. Women now excel in jobs and professions that were considered beyond their capabilities only 25 years ago. This trend will continue.

Second, wives tend to outlive their husbands by about five years. Modern men, it seems, either aren't as hardy as their ancestors or the ladies are more hardy. Thus, today we have three times as many widows as widowers in this country - a grim reality to be faced by every couple.

Third, of some \$5 billion in yearly life insurance benefits, about 75% goes to women. These proceeds are usually paid in greater lump sums than the average woman normally handles.

For these reasons, every woman should, for herself and her family develop some degree of judgement

in the field of money management. Stocks and bonds are not forbidden fruit for the ladies who want to have a hand in the financial planning. The fact is that there are more women shareholders than men. Housewives are the largest single classification of shareholders.

The principles of investing have no gender. You ladies can apply them just as well as the men. Briefly, if you are considering a capital building program through stock investing, you should: (a) have an ample reserve for emergencies; (b) decide on an investment objective and follow a plan for reaching it; (c) always investigate before buying; (d) avoid tips like the plague - - they can be deadly; (e) seek reputable help like that offered by member firms of the New York Stock Exchange.

ABIDING SAVIOR LUTHERAN CHURCH (Missouri Synod)

Worship 9 a.m.
Sunday School 10:30 a.m.

El Toro Community Hall
Rev. Orville W. Schlueter
Phone: 837-1991

Laguna Hills Television

CALL THE AREA'S FIRST TV SERVICE

Serving Mission Viejo, Capistrano Highlands, Trabuco, Irvine

Color Black & White



Zenith Sales Center
Antennas installed in attic
Co-Ax Cable Extensions

Sales Room and Service Center
Next door to El Toro Post Office

23582 El Toro Rd. El Toro

837-0618

St. George's EPISCOPAL CHURCH

El Toro Rd. & Whistler Dr.
SUNDAY SERVICES
8 a.m., 9:30 and 11:00
(Childcare - Sunday School)

Call 837-7761
WEEKDAYS
11:00 a.m.
CHURCH OPEN DAILY 9AM-6PM

Community Christian Church (conservative) SAN JUAN CAPISTRANO

31642 El Camino Real
Presbyterian Church Bldg.
Sun. Sch., 8 a.m.
Worship, 9 a.m.

Richard L. Reeve, Minister
496-1662

MOUNT OF OLIVES

Lutheran Church

24772 Chrisanta Dr.
Mission Viejo

Serving El Toro and
Laguna Hills

Sunday services:
8:30 a.m., 11:00 a.m.
Sunday school for
all grades and adults:
9:45 a.m.
Ages 3 yrs. thru 1st grade:
11:00 a.m.

Robert H. Lange, Pastor
Church phone: 837-7467

Enjoy really good food?

THE INN IS OPEN AT MISSION VIEJO

Dine overlooking the green fairways of the Mission Viejo golf course. Distinguished food. Relaxed atmosphere. Complete beverage service. Luncheon daily from 11:00 A.M. Breakfast and dinner, Wednesday thru Sunday, 7 A.M. to 10 P.M. Banquet facilities available. Reservations: (714) 837-9006. Santa Ana Freeway to La Paz Road turnoff. Enter Mission Viejo and follow signs to Golf Club.

MISSION VIEJO INN at Mission Viejo Golf Club





Shopping With Jan

By Janis Venstrom

Steven Malis of Stevens Men's Shop in Larwin Square, Tustin, holds his masters degree in tailoring from Budapest, and has been a master tailor for 35 years. So with a background such as his, Steven's Men's Shop needs no introduction, other than telling you where it can be found.

Mr. and Mrs. Malis carry a complete line of men's ready-wear and a handsome array of suit materials to be hand picked and fitted for that custom tailored garment. If the ladies want a suit that has the appearance of quality fashioned professional tailoring, have the label read, Custom Tailored by Steven Malis.

For the gentlemen of distinction, I recommend 35 years of experienced tailoring to be the guideline.

I will continue to challenge that old saying that "clothes don't make the man", because when one looks good, one tends to feel successful and good, at the same time. So for continued success try Stevens Men's Shop, Larwin Square, Tustin.

South Coast Plaza was mentioned in this column last week, but due to limited space I was unable to finish my raving about shopping in such a delightful atmosphere.

"Having everything under one roof certainly has a climatic advantage. When it is hot such as it has been lately, the air-conditioning is well received by all shoppers, and when winter and rain is upon us, we can stay warm and dry by doing our shopping under one huge roof."

**Advertise In The
Rancho Reporter
837-6501**

Coast Plaza, you must plan on giving yourself and family a treat by visiting, this remarkable piece of architecture.

MAURICE UPHOLSTERING

Complete Fabric Selections
Free estimates - Pick up & delivery
837-5076 494-1413

Experienced Part Time

COMMERCIAL TELLER



United California BANK

24032 El Toro Rd.
Laguna Hills
837-1140



An Equal Opportunity Employer.
Applicants considered on merit
regardless of race, religious creed,
color, national origin, or ancestry.

it's different!



107 EL CAMINO REAL
SAN CLEMENTE

CUSTOM TAILORED CLOTHING MEN'S AND WOMEN'S ALTERATIONS

EL CABALLERO

EL ADOBE PLAZA, SAN JUAN CAPISTRANO 493-1622

NORMAN E. COVINGTON

We offer the following

UNION **76** SERVICE 76 Certified Services:

- * Motor Tune-Up & Carburation
- * Air Conditioning Service
- * Auto Car Care (Lubrication)
- * Complete Brake Work
- * Front End Alignment

All of the above services are performed by a 76 Certified Minute Man and a Class A State Licensed Mechanic.

24082 El Toro Rd. Laguna Hills 837-2360

THE JOLLY ROGER RESTAURANT

invites you to enjoy

• BREAKFAST • LUNCH • DINNER

in our new restaurant

TOWN CENTER — UCI

Food to take out



**The Jolly
Roger**

OPEN
10 a.m. - 8 p.m.
DAILY
CLOSED SUNDAYS
833-2565

Don't waste another fall

ENROLL NOW

for Fall courses
at Chapman College
on El Toro Marine
Base



Accredited
College
Transfer
Courses

REGISTRATION BEGINS
SEPT. 1
DEADLINE
SEPT. 14

Economics
Education
English
French
Government
History

Mathematics
Psychology
Sociology
Speech
Spanish

Chapman College is offering fully accredited, college transfer courses in major fields on El Toro's Marine Base through the "Resident Center." Registration for the fall semester will be at the Station Education Office. Call 832-2568 for further information.

-KIRBY'S-

SUPER
SPECIAL!

MEN'S & BOYS'
"GROUND
HOGS"

...TAN OR GREY BUCKS
WITH CREPE SOLES
THAT REALLY PUT

BOUNCE
INTO YOUR
WALK!

SIZES:
BOYS TO
MEN'S
12

\$5.00

3
DAYS
ONLY!

KIRBY'S

SHOE STORES

The west's favorite family shoe stores

New Torro Shopping Center
El Toro Rd., El Toro

Irvine Co. Wins Medal

The Irvine Company received a medal last week for outstanding contributions to American agriculture.

The medal was presented by the Federal Land Bank, a farmer-owned bank chartered in 1917 to make long-term real estate loans to farmers and ranchers. The ceremony was held in the office of William R. Mason, president of the Irvine Co.



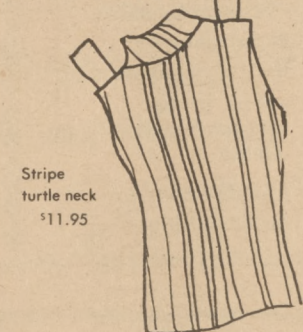
AWARD PRESENTATION—Howard L. Budlong, president of Federal Land Bank Association of Orange presents their medal for outstanding contributions to American agriculture to William R. Mason, president of The Irvine Company.

THE JABOTSKY 434 'D' St. TUSTIN LI 4-4471

The pants-skirt suit in wonderful acrylic knits colors: red or navy with vivid stripes



Jacket with Military buttons \$21.95



Stripe turtle neck \$11.95



Pants skirt \$13.95

KINSMAN'S GIFT SHOP
Leisure World Center
Laguna Hills — 837-1650

Gifts for all Occasions

Greeting Cards
Party Goods
Distinctive Gifts
Stationery

SAVE MONEY AT Saddleback
BRANCH
SOUTHERN CALIFORNIA FIRST NATIONAL BANK
Phone 544-9090

MEMBER F.D.I.C. AND FEDERAL RESERVE SYSTEM

1st and Newport • Tustin

Ballet Classes Enroll Now
Fall Session Sept. 18th
Member of Dance Masters of America
SARAH DERRICKSON 837-0095

RANCHO Trading Post

WANTED EXPERIENCED time. call 837- 5222.
SALESLADY, Kinsman's Gift Shop. Permanent position 5 days, LADIES 18 - 65 to show Sara 10:00 - 5:30. For interview call 837- Coventry Jewelry. No investment, 1650. no delivering. Free training. Call
HELP WANTED: Kennel help full 838-5860, 838-2846, 546-3076

John's Hardware master charge

PROFESSIONAL "HARDWARE STORE" PERSONNEL

HARDWARE GARDEN TOOLS
PLUMBING HARD TO FIND ITEMS ELECTRICAL

ALWAYS TRY JOHN'S FIRST

31815 CAMINIRANO
SAN JUAN CAPISTRANO PHONE 493-1031

El Toro Liquor and Groceries

BRAND NAMES

WHERE SHOPPING IS FUN!

QUALITY PRODUCTS

DELI-SNACKS
FUN TO PREPARE!

FRIENDLY SERVICE

837-2575

23731 EL TORO RD.

enjoy great golf

... at Mission Viejo Golf Club. One of California's finest new courses, designed by Robert Trent Jones. This challenging new 18-hole championship course is now open to the public.

- Restaurant and beverage service.
- Complete golf shop open 7 A.M. 'til 1 hour after sunset.
- Club professional: Ed Wampler. Take Santa Ana Freeway South to La Paz Road turnoff. Enter Mission Viejo and follow the signs. Phones: Golf Club (714) 837-5433 Golf Shop (714) 837-5604

MISSION VIEJO GOLF CLUB

LA PAZ PLAZA where shopping is

NEIGHBORLY

THRIFTMART
MORRISON PHARMACY
HARPERS MISSION FLORIST
LA PAZ CLEANERS
PLAZA HOME CENTER
UNITED CALIFORNIA BANK
PHILIPS HAIR FASHIONS
VIEJO BARBER SHOP
CARRIAGE TRADE FABRICS
HIBBARDS MEATS
VILLAGE COFFEE SHOP

La Paz Road at Chrisanta drive - MISSION VIEJO